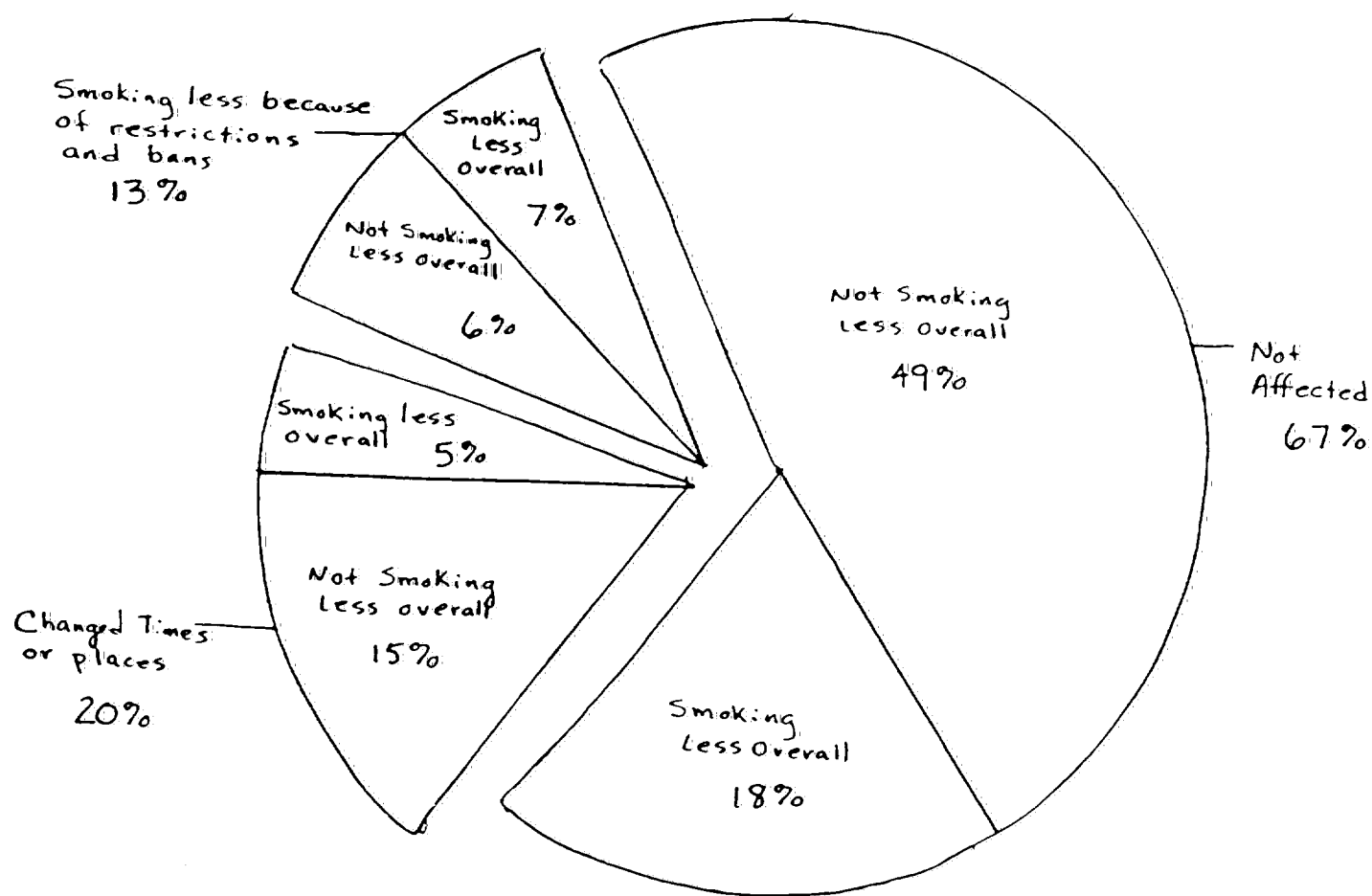


SMOKERS AFFECTED BY  
**LEGAL RESTRICTIONS AND BANS**

2024689418

# HOW MANY SMOKERS ARE AFFECTED BY LEGAL RESTRICTIONS AND BANS?

(% of all smokers)



2024689419

## HOW MUCH PLEASURE DO "AFFECTED" SMOKERS GET FROM SMOKING CIGARETTES?

Q1C

- Smokers whose behavior is affected by restrictions and bans enjoy smoking cigarettes almost as much as non-affected smokers do.
- Like unaffected smokers, 19 out of 20 of these smokers report that smoking gives them at least some pleasure.
- But somewhat fewer of those affected by restrictions and bans (52% vs. 59%) report that smoking gives them "a great deal" of pleasure.

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## HOW MUCH DO THESE "AFFECTED" SMOKERS SMOKE?

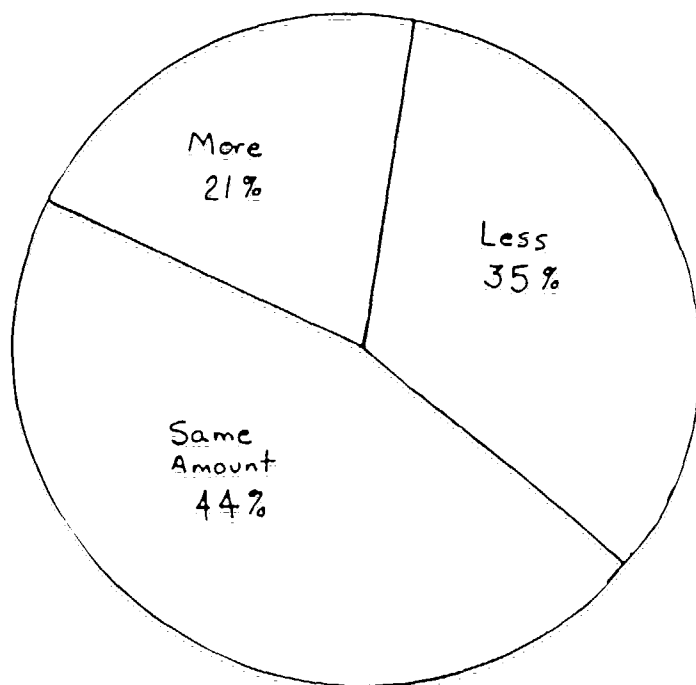
Q9

- Smokers affected by restrictions and bans are slightly lighter smokers than others.
  - 38% smoke less than a pack a day (compared to 32% of non-affected smokers).
  - On average, the "affected" smokers smoke 20.4 cigarettes per day -- just one less than other smokers.

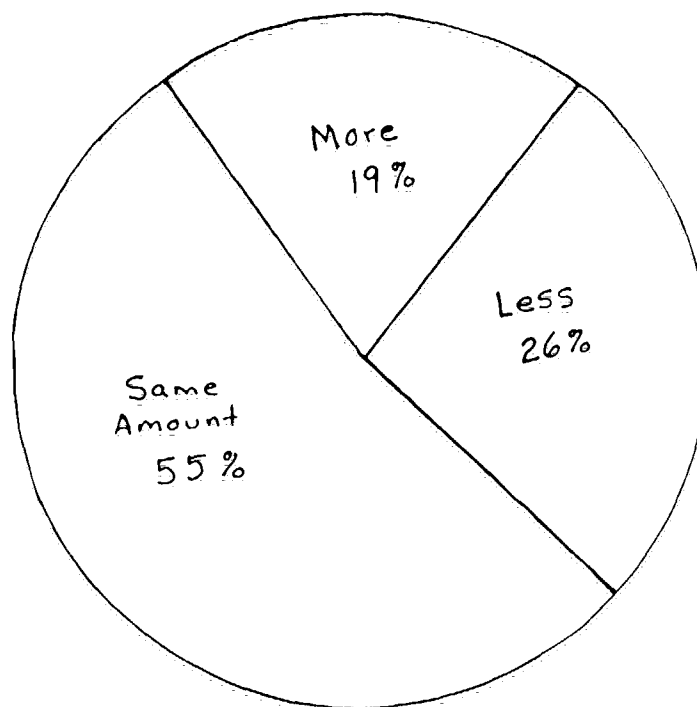
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HOW MANY OF THESE "AFFECTED" SMOKERS ARE SMOKING  
MORE OR LESS THAN THEY DID "A FEW YEARS AGO"?

Q10



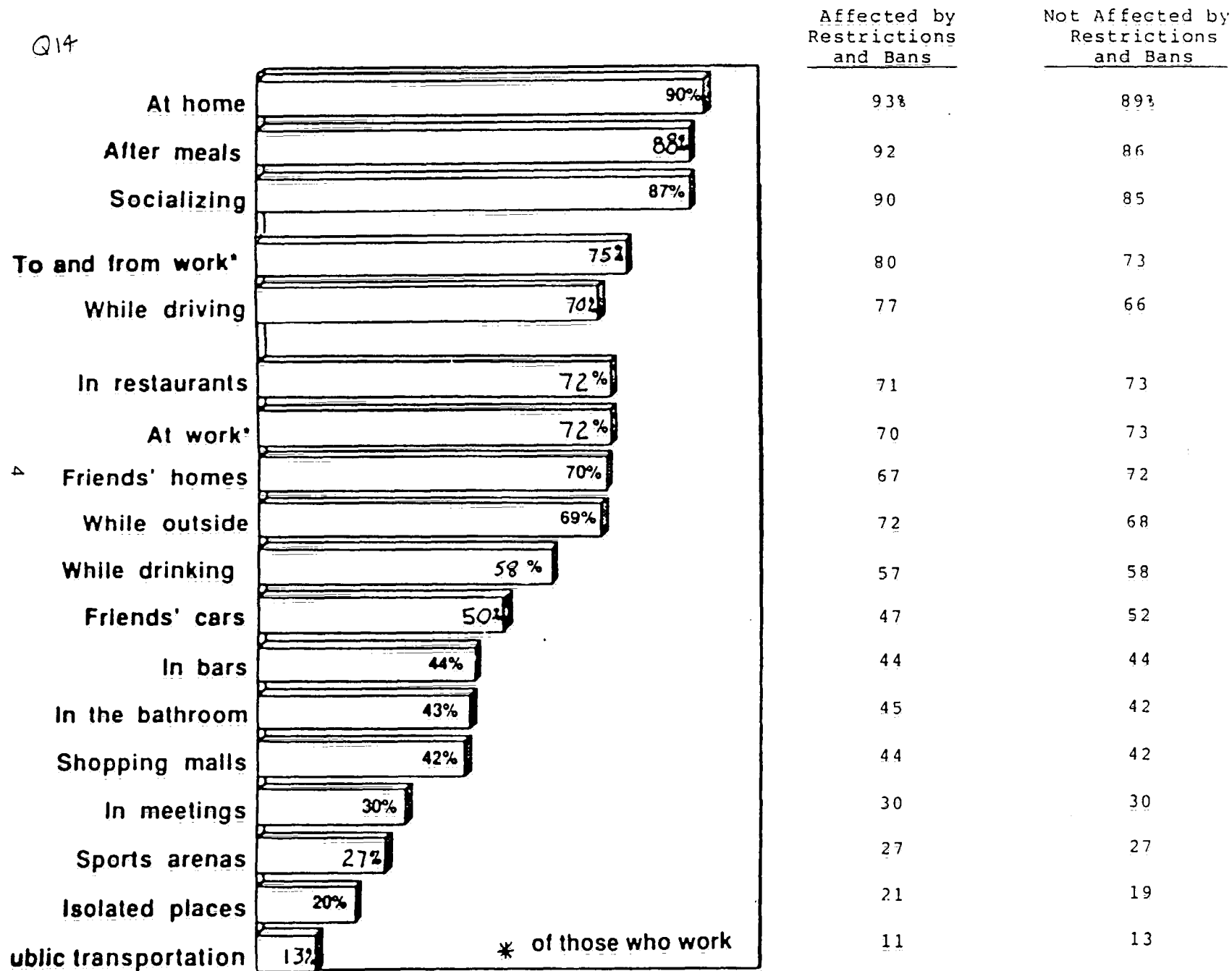
Affected by  
Restrictions  
and Bans



Not Affected by  
Restrictions  
and Bans

2024689422

Q14



2024689423

WHERE AND WHEN HAS THE LEVEL OF SMOKING  
CHANGED FOR SMOKERS AFFECTED BY  
RESTRICTIONS AND BANS?

Q15, Q17

- While smokers whose behavior has been affected by restrictions and bans are not less likely than other smokers to say they "tend to smoke" in all these situations, many have cut down **how much** they smoke while in these situations.
- While the majority of these "affected" smokers are smoking as much or more than they used to in any one of these situations, in many of them these "affected" smokers are more likely than others to say they're smoking less than they did a few years ago.

2024689424

**WHERE AND WHEN HAS THE LEVEL OF SMOKING  
CHANGED FOR SMOKERS AFFECTED BY  
RESTRICTIONS AND BANS?**

Q15, Q17

(Continued)

- **In situations where smokers are most likely to find smoking restrictions,** those whose behavior has been affected by restrictions and bans are, as would be expected, more likely than others to say they're smoking less than they were a few years ago.
  - These "affected" smokers are more than twice as likely as others to say they are smoking less now at work (29% vs. 12%).
  - They are more than twice as likely to say they are smoking less in meetings (20% vs. 8%) and more likely than others to say smoking restrictions are the reason (42% vs. 29%), although 37% say social pressure plays a part.
  - They are somewhat more likely to be smoking less in the common areas of shopping malls (19% vs. 12%) and more likely to say this is because smoking is banned (56% vs. 28%) -- less likely to blame social pressure (15% vs. 22%).

2024689425



WHERE AND WHEN HAS THE LEVEL OF SMOKING  
CHANGED FOR SMOKERS AFFECTED BY  
RESTRICTIONS AND BANS?

(Continued)

- These smokers are also more likely than others to have cut back on the amount they smoke in the **social situations** asked about.
  - While they are more likely than other smokers to say they tend to smoke while socializing, they are also more likely to say they have cut back on the amount they smoke while socializing (19% vs. 12%).
  - And they are more likely than others to say that social pressure is responsible for this reduction (34% vs. 19%).
  - In most of the more specific social situations asked about -- in friends' homes and cars, in restaurants and after meals -- these smokers are also more likely than others to be smoking fewer cigarettes than they did a few years ago.
  - The only social situations asked about in which those affected by restrictions and bans are not more likely than others to be smoking less than "a few years ago" are while in bars or, more generally, while drinking alcoholic beverages.

2024689426

WHERE AND WHEN HAS THE LEVEL OF SMOKING  
CHANGED FOR SMOKERS AFFECTED BY  
RESTRICTIONS AND BANS?

(Continued)

- Even while driving (17% vs. 10%) and on the way to and from work (12% vs. 5%), those whose smoking behavior has been affected by restrictions and bans are more likely than others to say they're smoking less than they did.
- Only at home are smokers whose behavior has been affected by restrictions and bans more likely than others to have increased the amount they smoke (23% vs. 14%).

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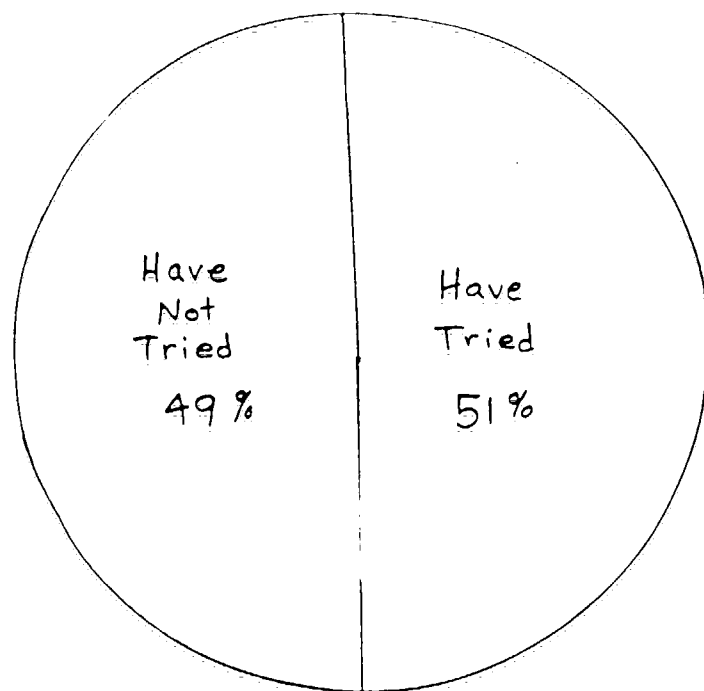
## OTHER BEHAVIORS

Q64

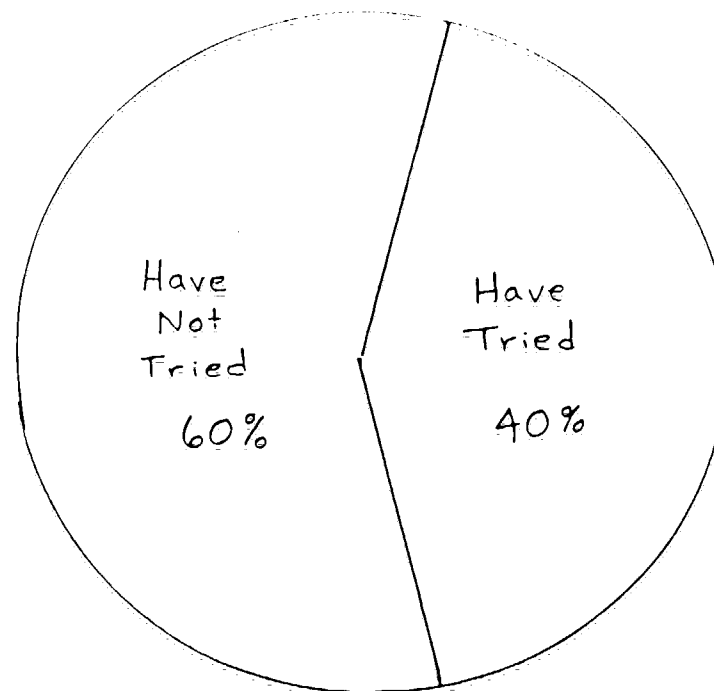
- 60% of smokers whose smoking behavior has been affected by restrictions and bans say they smoke in advance when they know they'll be in a situation where they won't be able to smoke.
- In contrast, less than half (48%) of non-affected smokers say they do the same thing.
- "Affected" smokers are not significantly more likely than others, on the other hand, to say that they smoke as soon as they leave a situation where they couldn't smoke (68% vs. 63%).
- Smokers whose smoking behavior has been affected by restrictions and bans are much more likely than other smokers to try to limit their smoking around other smokers (80% vs. 58%).

2024689428

HOW MANY OF THESE SMOKERS HAVE TRIED TO QUIT  
WITHIN THE PAST TWO YEARS?



Affected by  
Restrictions  
and Bans



Not Affected by  
Restrictions  
and Bans

2024689429

## HOW MANY OF THESE SMOKERS HAVE TRIED TO QUIT WITHIN THE PAST TWO YEARS?

- Half of these smokers who are smoking less or have changed the times and places they smoke because of restrictions and bans have also tried to quit smoking within the past two years. (Q66)
- In contrast, 40% of other smokers have made such attempts.
- Half of the "affected" smokers who tried to quit say their primary reason was health concerns. Another quarter say that it was one of the reasons, although not the major one. (Q68)
- But even among those for whom health was the primary reason, other factors played a part too. (Q69)
  - 4 out of 5 say annoyance at being dependent on cigarettes also played a part.
  - Almost two thirds were influenced by pressure from their family and friends.
  - Almost three quarters say concern that their smoking might harm others was a factor.
  - More than half say price contributed to their decision.

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## REASONS FOR TRYING TO QUIT (Continued)

(Of those for whom health was the primary reason)

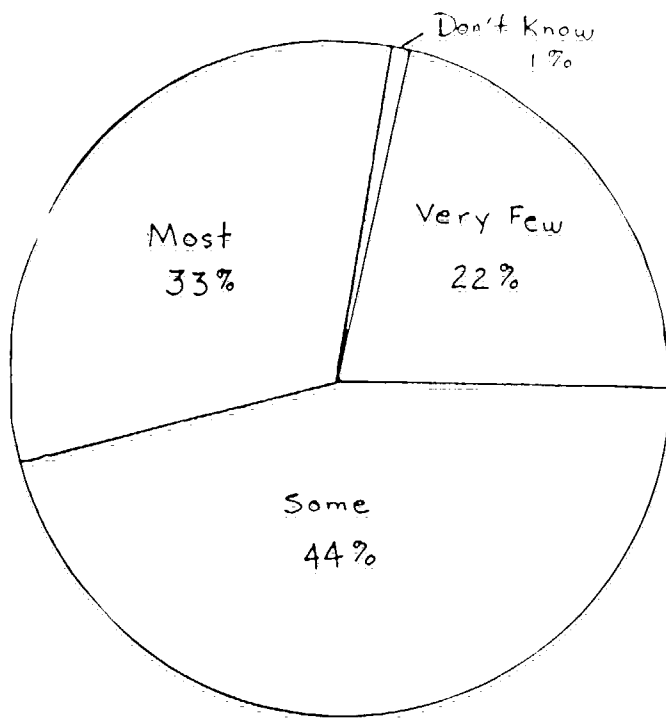
Q69

- Although "affected" smokers are more likely than others (31% vs. 21%) to have said annoyance at restrictions and bans was a factor, two thirds said it played no part at all.
- Similarly, only 31% of these smokers (compared with 20% of non-affected smokers) say annoyance at the limited number of places where they can smoke was a factor in addition to health.
- Even among "affected" smokers for whom health concerns were not a factor in trying to quit, annoyance at all the restrictions and bans or at the limited number of places where they could smoke were not primary concerns for many. (Q70)
  - Only 5% of these smokers said annoyance at all the restrictions and bans was a primary factor.
  - Only 3% say annoyance at all the limited number of places where they can smoke was a primary factor.
  - In contrast, the price of cigarettes was cited as a primary factor by 38%.
  - Annoyance at being dependent on cigarettes was a primary reason for 35%.
  - 33% said pressure from family and friends was a primary reason.

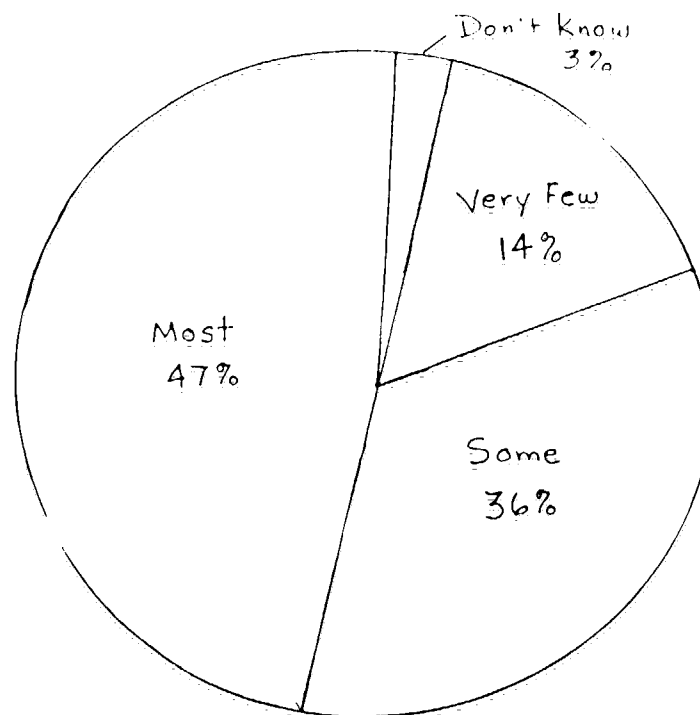
2024689431

IN HOW MANY OF THE SITUATIONS IN WHICH SMOKERS FIND  
THEMSELVES TODAY DO THEY FEEL IT'S OK TO SMOKE?

Q31



Affected by  
Restrictions  
and Bans



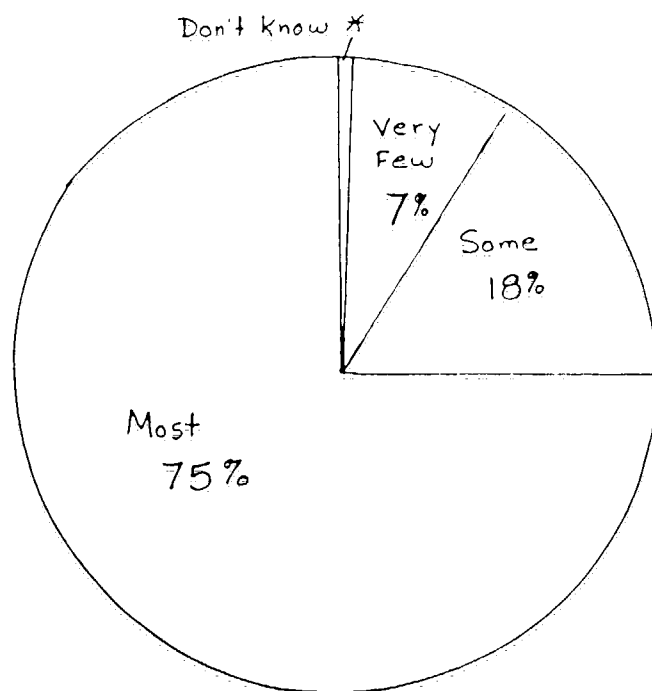
Not Affected by  
Restrictions  
and Bans

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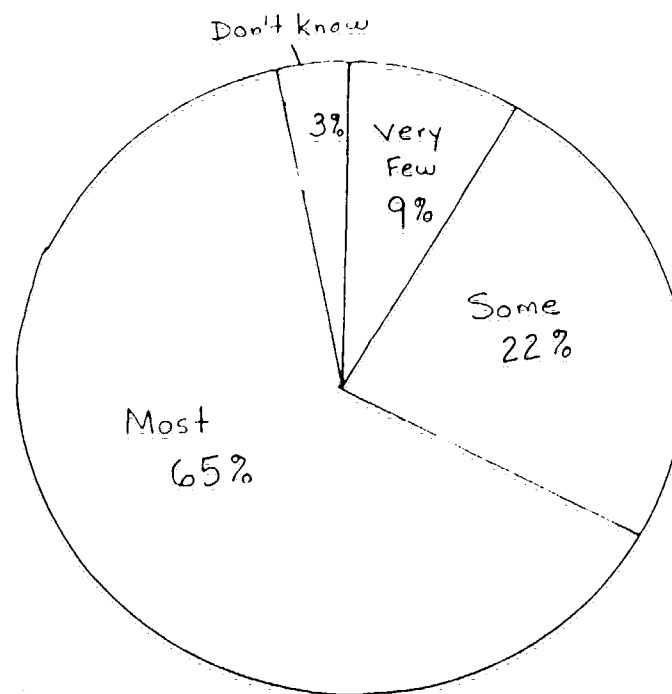
IN HOW MANY OF THE SITUATIONS IN WHICH SMOKERS  
FOUND THEMSELVES "A FEW YEARS AGO" DID THEY FEEL IT  
WAS OK TO SMOKE?

Q32

14



Affected by  
Restrictions  
and Bans



Not Affected by  
Restrictions  
and Bans

2024689433



HOW OFTEN ARE SMOKERS IN SITUATIONS WHERE THEY  
WANT TO SMOKE BUT CANT BECAUSE SMOKING IS BANNED  
BY LAW?

Q33	Affected by Restrictions and bans		Not Affected by Restrictions and bans	
	Total (992) %	(326) %	(666) %	
Frequently	13	25	7	
Occasionally	40	48	35	
Rarely	32	21	37	
Never	14	4	19	
Don't know	1	1	2	

HOW OFTEN DO THEY FOLLOW THE RULES IN SUCH SITUATIONS?\*

Q34	(835)	(309)	(526)
Always	71	77	68
Most of the time	18	16	19
Sometimes do, Sometimes don't	9	6	11
Hardly ever	1	*	1
Don't know	1	1	1

\* Less than .5%.

\*\* Based on those who ever find themselves in such situations.

2024689434

HOW OFTEN ARE SMOKERS IN SITUATIONS WHERE  
THEY ARE UNSURE OF THE SMOKING RULES?

Q35	Affected by Restrictions and bans		Not Affected by Restrictions and bans	
	Total (992) %		(326) %	(666) %
Frequently	6	43	12	3
Occasionally	37		47	32
Rarely	36	55	31	39
Never	19		10	23
Don't know	2		*	3

\* Less than .5%

2024689435

## HOW DO THEY HANDLE SITUATIONS WHERE THEY DON'T KNOW WHETHER SMOKING IS ALLOWED?

Q35

- Smokers whose behavior has been affected by restrictions and bans find themselves in situations where they are unsure of the rules regarding smoking much more often than do other smokers.

Q36

- When faced with such a situation, they are more likely than others to ...
  - look for ashtrays -- a sign that smoking is allowed (55% vs. 49%),
  - refrain from smoking until they see someone else smoking (38% vs. 33%),
  - or not smoke at all (31% vs. 20%).

Q36

- They are less likely than other smokers (7% vs. 12%) to light up a cigarette and see if anyone complains.

Note: Only the last two differences are statistically significant.

2024689436

## INCIDENCE OF SMOKING RESTRICTIONS AT WORK

	<u>Total</u> (992) %	<u>Affected by Restrictions and Bans</u> (326) %	<u>Not Affected by Restrictions and Bans</u> (666) %
Q49,Q53			
<b>Employed</b>	<b>68</b>	<b>76</b>	<b>65</b>
Have restrictions at work	34	51	26
Do not have restrictions at work	34	25	39
<b>Not Employed</b>	<b>32</b>	<b>24</b>	<b>35</b>

2024689437

## SMOKING RESTRICTIONS AT WORK

- Smokers who have smoking restrictions at work, as was pointed out earlier, are not generally negative in their feelings about these restrictions.
- While this is true for those affected by restrictions and bans as well, these smokers express less positive feelings toward these restrictions than do other smokers.

(Q57)

- They are considerably more inclined to agree that ...
  - Smoking restrictions at work make them feel like second class citizens (30% vs. 16%).
  - Designated smoking areas are not in the most desirable places (38% vs. 27%).
  - Restrictions in the workplace have made things very tense between smokers and non-smokers (23% vs. 15%).
  - Smoking restrictions force them to leave their work area to smoke and they don't like that (33% vs. 26%).

2024689438

## SMOKING RESTRICTIONS AT WORK (Continued)

- They are less inclined to agree that ...
  - Smoking restrictions allow them to get away from their work areas and they like that (52% vs. 66%).
  - Smoking restrictions allow them to take breaks with other smokers (60% vs. 71%).
- They are about equally inclined to agree with other smokers that with designated smoking areas at least they know there are places to smoke where no one will hassle them (83%).
- And they are about equally likely to agree that with smoking areas they know there are places to smoke where they won't bother anyone else (91% vs. 87%).

2024689439

## HOW MUCH PRESSURE IS THERE ON THESE SMOKERS?

(Q19-Q21)

- Compared to unaffected smokers, those affected by restrictions and bans are feeling more pressure from others to quit smoking.
  - They are considerably more likely than other smokers to be feeling "some" or "a lot " of pressure from other adults in their households (37% vs. 24%) and from their children (38% vs. 26%).
  - 31% are feeling at least some pressure from their friends (compared with 20% of unaffected smokers).
  - They are more than twice as likely as other smokers to be feeling pressure from co-workers (25% vs. 11%).
  - And more likely to be feeling pressure from strangers (12% vs. 7%).
  - More than half (55%) are feeling at least some pressure from health professionals, compared to 36% of other smokers.
- They are also more likely than others to have found the amount of pressure from all of these groups to have increased in recent years.

2024689440

## WHAT OTHER PRESSURES ARE AFFECTING THESE SMOKERS' BEHAVIOR?

- 93% of smokers affected by restrictions and bans have changed the times and places they smoke because of them. (Q44)
- 38% of these "affected" smokers are smoking less than they did a few years ago because of restrictions and bans. (Q40)
- Smokers whose behavior has been affected by restrictions and bans are also more likely than others to have been affected by other pressures.
  - These smokers are more than twice as likely as others to say that societal pressure (24% vs. 10%) and family pressure (28% vs. 13%) also forced them to change the times and places they smoke. (Q27, Q23)
  - They are also more likely than unaffected smokers to have reduced the amount they smoke because of societal pressure (14% vs. 8%) and because of family pressure (21% vs. 14%). (Q25, Q21)
  - They are also somewhat more likely than others (15% vs. 9%) to be smoking less because of the price of cigarettes. (Q29)

2024689411



# WHAT OTHER PRESSURES ARE AFFECTING THESE SMOKERS' BEHAVIOR?

	Total	Affected by Restrictions and bans	Not Affected by Restrictions and bans	
	-----	-----	-----	
	(992)	(326)	(666)	
<b>% who changed the times and places they smoke because of ...</b>				
... Restrictions and bans	31%	93%	- -	Q44
... Societal pressure	15	24	10	Q27
... Family pressure	18	28	13	Q23
<b>% smoking less because of ...</b>				
... Restrictions and bans	13%	38%	- -	Q40
... Societal pressure	10	14	8	Q25
... Family pressure	16	21	14	Q21

2024689442

## EXPERIENCE WITH SITUATIONS INVOLVING PRESSURES AGAINST SMOKING

Percent Experiencing Frequently or Occasionally  
(and percent bothered a great deal or fair amount)\*

Q61, Q62

	Total	Affected by Restrictions and bans	Not Affected by Restrictions and bans
	%	%	%
<b>The Big Two</b>			
Hearing reports about what smoking does to one's health	7.7 (46)	8.5 (53)	7.3 (41)
The price of cigarettes increasing	7.4 (72)	7.9 (73)	7.2 (71)
<b>Social Pressures</b>			
Being the only smoker in a group	4.5 (22)	5.9 (27)	3.8 (20)
Having to decide whether to sit in the smoking or non-smoking section of a restaurant when dining with non smokers	4.3 (21)	5.0 (25)	3.9 (18)
Having to ask for an ashtray in a social situation	4.1 (17)	4.9 (14)	3.6 (19)
Non-smokers being out-spoken in their opposition to smoking	4.0 (39)	5.3 (47)	3.4 (32)
Cigarettes being a topic of conversation	3.7 (22)	4.6 (24)	3.3 (20)
Being hassled by someone after lighting up a cigarette	3.0 (43)	3.8 (46)	2.6 (41)
Friends putting pressure on smoker to quit	2.8 (35)	3.5 (36)	2.5 (34)
Having to think about whether smoking will be a factor when accepting an invitation	2.4 (31)	3.2 (33)	2.0 (29)
Co-workers putting pressure on smoker to quit	1.8 (31)	2.6 (33)	1.5 (29)
Being invited somewhere but on the condition that refrain from smoking	1.4 (26)	1.9 (31)	1.2 (23)

\* Based on those experiencing the situation frequently or occasionally.

2024689443

# EXPERIENCE WITH SITUATIONS INVOLVING PRESSURES AGAINST SMOKING

(Continued)

Q61, Q62

Percent Experiencing Frequently or Occasionally  
(and percent bothered a great deal or fair amount)\*

	Total	Affected by Restrictions and bans	Not Affected by Restrictions and bans
Restrictions and Bans	%	%	%
Having to find out if smoking is allowed before lighting up	4.8 (21)	6.1 (27)	4.2 (17)
Wanting to smoke in the movies but not being allowed	3.0 (28)	3.7 (33)	2.7 (25)
Wanting to smoke in meetings but not being allowed	2.7 (27)	3.9 (25)	2.1 (29)
Having to go out of the way to smoke at work	2.2 (35)	3.4 (41)	1.6 (27)
Traveling in an airplane and wanting to smoke but not being allowed	1.7 (47)	2.3 (48)	1.5 (45)
Wanting to smoke in a sports arena but not being allowed	1.4 (34)	1.5 (38)	1.3 (30)

\* Based on those experiencing the situation frequently or occasionally.

2024689414

## HOW DO "AFFECTED" SMOKERS FEEL ABOUT THE LEVEL OF RESTRICTION WHERE THEY LIVE?

Q39

- Almost 3 in 10 of the smokers whose behavior has been affected by restrictions and bans feel that smoking restrictions in the area where they live have gone too far.
- In contrast, only about half as many non-affected smokers feel that way.

2024689445

**DEMOGRAPHIC PROFILE  
OF SMOKERS WHOSE SMOKING HAS BEEN AFFECTED  
BY RESTRICTIONS AND BANS**

	Total	Affected by Restrictions and bans	Not Affected by Restrictions and bans
	(992)	(326)	(666)
	%	%	%
<b>Sex</b>			
Male	51	51	51
Female	49	49	49
<b>Race</b>			
White	84	84	84
Black	13	12	13
Other	3	3	3
<b>Age</b>			
18 - 29 years	27	24	29
30 - 44	37	44	34
45 - 59	21	19	21
60 years or older	15	13	16
median	38.2 yrs	38.3 yrs	38.1 yrs
<b>Education</b>			
Less than high school graduate	25	22	27
High school graduate	43	40	44
Some college	19	22	18
College graduate	12	15	11
<b>Occupation</b>			
Executive/Professional	13	14	12
White collar	19	25	16
Blue collar	36	36	37
Not employed	32	24	35

2024689416

**DEMOGRAPHIC PROFILE  
OF SMOKERS WHOSE SMOKING HAS BEEN AFFECTED  
BY RESTRICTIONS AND BANS**

	Total ----- (992)  %	Affected by Restrictions and bans ----- (326)  %	Not Affected by Restrictions and bans ----- (666)  %
<b>Household Income</b>			
Less than \$20,000	29	25	30
\$20,000 - \$35,000	34	38	32
\$35,000 +	20	24	18
Not sure/refused	18	14	20
median	\$26,900	\$29,800	\$25,500
<b>Religion</b>			
Protestant	51	50	51
Catholic	31	31	31
Jewish	2	1	3
Other	4	6	3
None	11	12	11
<b>Region</b>			
Northeast	22	17	25
Midwest	29	27	29
South	33	31	33
West	16	25	12

2024689417